

## The "NO. 1" MVNO of mobile data services

## AN IDEAL MOBILITY SOLUTIONS PARTNER

### What are the characteristics of an ideal mobility solutions provider?

- Carrier-class 2-way SMS gateway to push and pull the relevant information.
- Access to any GSM/CDMA mobile phones for global reach.
- Connectivity with multiple SMS centres for timely and assured delivery.
- A scalable messaging solution to adjust for higher pay-loads.
- An API interface which easily integrates with any existing legacy application.
- An intelligent message routing system which routes message at the least cost.
- Configurable messaging platform which can be customized to client requirements.
- An intelligent reporting system to account for delivered and failed messages.
- Remote account management to add/delete users and impart credits for messaging.
- Flexible billing system where either the ERP vendor can be billed as the master account or individual clients can also be billed.

### What does ValueFirst offers?

- **Team:** Management team having more than 30 years of experience in providing mobility solutions.
- **Reach:** Global reach due to connectivity with multiple operators and multiple protocols.
- **Architecture:** A scalable and intelligent messaging platform capable of least cost routing and intelligent billing.
- **Integration:** PACE APIs capable of integrating with any COM/XML compliant application.
- **Application:** Capability to provide 2-way messaging of text, images and bar-code using short-code or the long-code.
- **Administration:** Delivery notification system and a comprehensive MIS of messages delivered with remote administration capability.
- **Expertise:** Experience of providing plug-ins for legacy applications like Oracle, SAP, Navision.
- **Security:** Supports transactions in a completely secure mode (128-bit encrypted data via SSL) with verification by Thawte, an independent and global digital certification authority.
- **Cost Effective:** It provides services via an ASP model, the TCO (Total cost of ownership) is low

### GSM Modem Solution: Unreliable Solution

Issue	ValueFirst Server	GSM Modem
Time of service	On when connected to the Internet	On when connected to the GSM Modem
Throughput	234,000 SMS an hour	1,000 SMS an hour
Uptime	Available when the Internet connection is up (99.999%)	Hardware failure (typically, once in a week, if run on 24X7 basis)
Scalability (in throughput)	High	Low
Extendibility (no. of machines using the system)	High	Low
Point of failure	Single (internet connection)	Multiple (GSM modem, RS 232, Cable, battery, SIM, Antenna)
Operator Service	Connected to multiple-operator, more reliable	Dependent on operator whose SIM is being used
SMS cost	Low as ValueFirst gives advantage of its large volume buying to its customers	Likely to be high
Alpha Numeric Sender ID	Available. Helps in branding	Not available. SIM number acts as sender ID

### Operator vs. ValueFirst Server

Issue	ValueFirst Server	Operator Server
Redundancy	Connected to multiple operators. Highly reliable.	Connected to one SMSC. No service if SMSC is down.
Throughput	234000 SMS an hour	Limited by messaging load from other customers
Scalability (in throughput)	High	Dependent on Operator policy for that circle
Support	24*7 efficient support. Relevant people directly contactable, anytime.	Support quality much poorer, bureaucratic
SMS cost	Low as ValueFirst gives advantage of its large volume buying to its customers	Likely to be high
Short code compatibility	Receives messages from subscribers of all operators on 4 digit short code	Can receive messages only from its own subscribers
Security	Transmitted using HTTPS protocol from customer end to ValueFirst Server	Use URL connection without SSL.

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